



(REFERENCE COPY - Not for submission)

# Commercial Broadcast Stations Non-Biennial Ownership Report (FCC Form 323)

File Number: **0000116189** | Submit Date: **2020-06-15** | FRN: **0009180795**  
Purpose: **Commercial Broadcast Stations Non-Biennial Ownership Report** | Status: **Received** | Status Date:  
**06/15/2020** | Filing Status: **Active**

Section I - General Information

1. Respondent

FRN		Entity Name			
0009180795		Lakefront Communications, LLC			

  

Street Address	City (and Country if non U.S. address)	State ("NA" if non-U.S. address)	Zip Code	Phone	Email
73 Kercheval Avenue	Grosse Pointe Farms	MI	48236	+1 (313) 886-7070	fcclicenses@sagacom.com

2. Contact Representative

Name		Organization			
Gary S. Smithwick, Esq.		Smithwick & Belendiuk, P.C.			

  

Street Address	City (and Country if non U.S. address)	State	Zip Code	Phone	Email
5028 Wisconsin Avenue, N.W. Suite 301	Washington	DC	20016	+1 (202) 363-4560	gsmithwick@fccworld.com

3. Application Filing Fee

Not Applicable

4. Nature of Respondent

(a) Provide the following information about the Respondent:	
Relationship to stations/permits	Licensee
Nature of Respondent	Limited liability company

  

(b) Provide the following information about this report:	
Purpose	Transfer of control or assignment of license/permit
"As of" date	05/20/2020  When filing a biennial ownership report or validating and resubmitting a prior biennial ownership report, this date must be Oct. 1 of the year in which this report is filed.

5. Licensee(s) /Permittees(s) and Station(s) /Permit(s)

Respondent is filing this report to cover the following Licensee(s)/Permittee(s) and station(s)/permit(s):

Licensee/Permittee Name	FRN
Lakefront Communications, LLC	0009180795

Fac. ID No.	Call Sign	City	State	Service
26222	WJMR-FM	MENOMONEE FALLS	WI	FM
36370	WKLH	MILWAUKEE	WI	FM
36371	WJYI	MILWAUKEE	WI	AM
36372	WHQG	MILWAUKEE	WI	FM
67484	WNRG-FM	BROOKFIELD	WI	FM

Section II – Non-Biennial Ownership Information

1. 47 C.F.R. Section 73.3613 and Other Documents

Licensee/Permittee Respondents should list all contracts and other instruments set forth in 47 C.F.R. Section 73.3613(a) through (c) for the facility or facilities listed on this report. In addition, attributable Local Marketing Agreements (LMAs) and attributable Joint Sales Agreements (JSAs) must be disclosed by the licensee of the brokering station on its ownership report. If the agreement is an attributable LMA, an attributable JSA, or a network affiliation agreement, check the appropriate box. Otherwise, select "Other." Non-Licensee/Permittee Respondents should select "Not Applicable" in response to this question.

Document Information	
Description of contract or instrument	Certificate of Formation
Parties to contract or instrument	State of Delaware
Date of execution	07/2003
Date of expiration	No expiration date
Agreement type (check all that apply)	Other <b>Agreement Type:</b> Certificate of Formation

Document Information	
Description of contract or instrument	Operating Agreement
Parties to contract or instrument	N/A
Date of execution	07/2003
Date of expiration	No expiration date
Agreement type (check all that apply)	Other <b>Agreement Type:</b> Operating Agreement

Document Information	
Description of contract or instrument	Pledge and Security Agreement
Parties to contract or instrument	JPMORGAN CHASE BANK, N.A., AS ADMINISTRATIVE AGENT
Date of execution	08/2015
Date of expiration	No expiration date
Agreement type (check all that apply)	Other <b>Agreement Type:</b> Pledge and Security Agreement

Document Information	
Description of contract or instrument	Certificate of Formation (Saga Broadcasting, LLC)
Parties to contract or instrument	State of Delaware
Date of execution	07/2003
Date of expiration	No expiration date
Agreement type (check all that apply)	Other <b>Agreement Type:</b> Certificate of Formation

Document Information	
Description of contract or instrument	Operating Agreement (Saga Broadcasting, LLC)
Parties to contract or instrument	N/A
Date of execution	07/2003
Date of expiration	No expiration date
Agreement type (check all that apply)	Other <b>Agreement Type:</b> Operating Agreement

Document Information	
Description of contract or instrument	Pledge and Security Agreement (Saga Broadcasting, LLC)
Parties to contract or instrument	JPMORGAN CHASE BANK, N.A., AS ADMINISTRATIVE AGENT
Date of execution	08/2015
Date of expiration	No expiration date
Agreement type (check all that apply)	Other <b>Agreement Type:</b> Pledge and Security Agreement

Document Information	
Description of contract or instrument	Agreement/Plan of Reorganization (Saga Comm., Inc.)
Parties to contract or instrument	N/A
Date of execution	12/1992
Date of expiration	No expiration date
Agreement type (check all that apply)	Other <b>Agreement Type:</b> Agreement/Plan or Reorganization

Document Information	
Description of contract or instrument	Stock Option Plan (As Amended) (Saga Comm., Inc.)
Parties to contract or instrument	N/A
Date of execution	12/1992
Date of expiration	No expiration date
Agreement type (check all that apply)	Other <b>Agreement Type:</b> Stock Option Plan (As Amended)

Document Information	
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<b>Description of contract or instrument</b>	Credit Agreement (Saga Comm., Inc.)
<b>Parties to contract or instrument</b>	JPMORGAN CHASE BANK, N.A., AS ADMINISTRATIVE AGENT
<b>Date of execution</b>	08/2015
<b>Date of expiration</b>	No expiration date
<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> Credit Agreement

Document Information	
<b>Description of contract or instrument</b>	Pledge and Security Agreement (Saga Comm., Inc.)
<b>Parties to contract or instrument</b>	JPMORGAN CHASE BANK, N.A., AS ADMINISTRATIVE AGENT
<b>Date of execution</b>	08/0201
<b>Date of expiration</b>	No expiration date
<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> Pledge and Security Agreement

Document Information	
<b>Description of contract or instrument</b>	Second Amended and Restated Saga Communications, Inc., 2005 Incentive Compensation Plan (Saga Comm., Inc.)
<b>Parties to contract or instrument</b>	N/A
<b>Date of execution</b>	03/2005
<b>Date of expiration</b>	No expiration date
<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> Second Amended and Restated Saga Communications, Inc., 2005 Incentive Compensation Plan.

Document Information	
<b>Description of contract or instrument</b>	By-Laws of Saga Communications Reincorporation, Inc. (a Florida Corporation)
<b>Parties to contract or instrument</b>	N/A
<b>Date of execution</b>	05/2020
<b>Date of expiration</b>	No expiration date
<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> By-Laws

Document Information	
<b>Description of contract or instrument</b>	Assumption Agreement and Amendment of Loan Documents
<b>Parties to contract or instrument</b>	Saga Communications, Inc., a Delaware Corporation; Saga Communications Reincorporation, Inc., a Florida Corporation, Lakefront Communications, LLC, other subsidiary licensees and JPMorgan Chase Bank, N.A., as Administrative Agent and a Lender
<b>Date of execution</b>	05/2020

<b>Date of expiration</b>	No expiration date
<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> Assumption Agreement and Amendment of Loan Documents.

Document Information	
<b>Description of contract or instrument</b>	Articles of Incorporation of Saga Communications Reincorporation, Inc. (a Florida Corporation) Name changed to Saga Communications, Inc.
<b>Parties to contract or instrument</b>	State of Florida
<b>Date of execution</b>	05/2020
<b>Date of expiration</b>	No expiration date
<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> Articles of Incorporation

## 2. Ownership Interests

**(a) Ownership Interests.** This Question requires Respondents to enter detailed information about ownership interests by generating a series of subforms. Answer each question on each subform. The first subform listing should be for the Respondent itself. If the Respondent is not a natural person, also list each of the officers, directors, stockholders, non-insulated partners, non-insulated members, and any other persons or entities with a direct attributable interest in the Respondent pursuant to the standards set forth in 47 C.F.R. Section 73.3555. (A “direct” interest is one that is not held through any intervening companies or entities.) List each interest holder with a direct attributable interest in the Respondent separately.

Leave the percentage of total assets (Equity Debt Plus) field blank for an interest holder unless that interest holder has an attributable interest in the Respondent solely on the basis of the Commission’s Equity Debt Plus attribution standard, 47 C.F.R. Section 73.3555, Note 2(i).

In the case of vertical or indirect ownership structures, list only those interests in the Respondent that also represent an attributable interest in the Licensee(s) or Permittee(s) for which the report is being submitted.

Entities that are part of an organizational structure that includes holding companies or other forms of indirect ownership must file separate ownership reports. In such a structure do not report, or file a separate report for, any interest holder that does not have an attributable interest in the Licensee(s) or Permittee(s) for which the report is being submitted.

Please see the Instructions for further detail concerning interests that must be reported in response to this question.

The Respondent must provide an FCC Registration Number for each interest holder reported in response to this question. Please see the Instructions for detailed information and guidance concerning this requirement.

Ownership Information		
<b>FRN</b>	0009180795	
<b>Entity Name</b>	Lakefront Communications, LLC	
<b>Address</b>	<b>PO Box</b>	
	<b>Street 1</b>	73 Kercheval Avenue
	<b>Street 2</b>	
	<b>City</b>	Grosse Pointe Farms
	<b>State ("NA" if non-U.S. address)</b>	MI
	<b>Zip/Postal Code</b>	48236
	<b>Country (if non-U.S. address)</b>	United States
<b>Listing Type</b>	Respondent	

<b>Positional Interests</b> (check all that apply)	Respondent		
<b>Interest Percentages</b> (enter percentage values from 0.0 to 100.0)	<b>Voting</b>	0.0%	<b>Jointly Held?</b> No
	<b>Total assets (Equity Debt Plus)</b>	0.0%	
<b>Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?</b>			Yes

<b>Ownership Information</b>			
<b>FRN</b>	0009112459		
<b>Entity Name</b>	Saga Broadcasting, LLC		
<b>Address</b>	<b>PO Box</b>		
	<b>Street 1</b>	73 Kercheval Avenue	
	<b>Street 2</b>		
	<b>City</b>	Grosse Pointe Farms	
	<b>State ("NA" if non-U.S. address)</b>	MI	
	<b>Zip/Postal Code</b>	48236	
	<b>Country (if non-U.S. address)</b>	United States	
<b>Listing Type</b>	Other Interest Holder		
<b>Positional Interests</b> (check all that apply)	Other - Sole Member		
<b>Interest Percentages</b> (enter percentage values from 0.0 to 100.0)	<b>Voting</b>	100.0%	<b>Jointly Held?</b> No
	<b>Total assets (Equity Debt Plus)</b>	100.0%	
<b>Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?</b>			Yes

<b>Ownership Information</b>		
<b>FRN</b>	0003932100	
<b>Name</b>	EDWARD K. CHRISTIAN	
<b>Address</b>	<b>PO Box</b>	
	<b>Street 1</b>	73 Kercheval Avenue
	<b>Street 2</b>	
	<b>City</b>	Grosse Pointe Farms
	<b>State ("NA" if non-U.S. address)</b>	MI
	<b>Zip/Postal Code</b>	48236
	<b>Country (if non-U.S. address)</b>	United States

Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Officer		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	0.0%	Jointly Held? No
	Total assets (Equity Debt Plus)	0.0%	
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			Yes

Ownership Information			
FRN	0019224567		
Name	Marcia Lobaito		
Address	PO Box		
	Street 1	73 Kercheval Avenue	
	Street 2		
	City	Grosse Pointe Farms	
	State ("NA" if non-U.S. address)	MI	
	Zip/Postal Code	48236	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Officer		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	0.0%	Jointly Held? No
	Total assets (Equity Debt Plus)	0.0%	
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			Yes

Ownership Information		
FRN	0019247741	
Name	Samuel Bush	
Address	PO Box	
	Street 1	73 Kercheval Avenue
	Street 2	
	City	Grosse Pointe Farms
	State ("NA" if non-U.S. address)	MI
	Zip/Postal Code	48236

	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Officer		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	0.0%	Jointly Held? No
	Total assets (Equity Debt Plus)	0.0%	
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			Yes

Ownership Information			
FRN	9990142490		
Name	Bob Bellini		
Address	PO Box		
	Street 1	5407 West McKinley Avenue	
	Street 2		
	City	Milwaukee	
	State ("NA" if non-U.S. address)	WI	
	Zip/Postal Code	53208	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Officer		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	0.0%	Jointly Held? No
	Total assets (Equity Debt Plus)	0.0%	
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			No

(b) Respondent certifies that any interests, including equity, financial, or voting interests, not reported in this filing are non-attributable. If "No," submit as an exhibit an explanation.	Yes
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<p><b>(c) Does the Respondent or any reported interest holder hold an attributable interest in any newspaper entities in the same market as any station for which this report is filed, as defined in 47 C.F.R. Section 73.3555?</b></p> <p>If "<u>Yes</u>," provide information describing the interest(s), using EITHER the subform OR the spreadsheet option below. Respondents with a large number (50 or more) of entries to submit should use the spreadsheet option.</p> <p>NOTE: Spreadsheets must be submitted in a special XML Spreadsheet format with the appropriate structure that is specified in the documentation. For instructions on how to use the spreadsheet option to complete this question (including templates to start with), please <a href="#">Click Here</a>.</p> <p>If using the subform, leave the percentage of total assets (Equity Debt Plus) field blank for an interest holder unless that interest holder has an attributable interest in the newspaper entity solely on the basis of the Commission's Equity Debt Plus attribution standard, 47 C.F.R. Section 73.3555, Note 2(i). If using an XML Spreadsheet, enter "NA" into the percentage of total assets (Equity Debt Plus) field for an interest holder unless that interest holder has an attributable interest in the newspaper entity solely on the basis of the Commission's Equity Debt Plus attribution standard.</p> <p>The Respondent must provide an FCC Registration Number for each interest holder reported in response to this question. Please see the Instructions for detailed information and guidance concerning this requirement.</p>	No
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<p><b>(d) Are any of the individuals listed as an attributable interest holder in the Respondent married to each other or related to each other as parentchild or as siblings?</b></p> <p>If "<u>Yes</u>," provide the following information for each such the relationship.</p>	No
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<p><b>(e) Is Respondent seeking an attribution exemption for any officer or director with duties wholly unrelated to the Licensee(s)?</b></p> <p>If "<u>Yes</u>," complete the information in the required fields and submit an Exhibit fully describing that individual's duties and responsibilities, and explaining why that individual should not be attributed an interest.</p>	No
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Certification

Section	Question	Response
Authorized Party to Sign	WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND /OR REVOCATION OF ANY STATION LICENSE --OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).	

<b>Certification</b>	I certify that I have examined this report and that to the best of my knowledge and belief, all statements in this report are true, correct and complete.	Official Title: <b>Treasurer</b> Exact Legal Title or Name of Respondent: <b>Lakefront Communications, LLC</b> Name: <b>Samuel D. Bush</b> Phone: <b>3138867070</b>  06/15/2020
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